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Spotlight

ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHES AND FAS STAFF MEMBERS

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CURRENT SERIAL RECORDS

FIRST INDEPENDENT MULTI-COUNTRY MARKET DEVELOPMENT EVALUATION TO BE LAUNCHED. The cotton projects of the CCI will be the object of the first independent evaluation of projects of a single commodity located in a number of countries.

Four nationally known individuals were invited by Under Secretary Murphy to come to Washington, September 13-14 to discuss ways and means to evaluate the cotton market development program. FAS and CCI officials described the background of the total market development effort of FAS and the work pursued abroad by CCI. The visitors agreed to serve as a team of experts in their respective areas of advertising and public relations, retail merchandising, cotton textile processing, and marketing research. The group is studying further the CCI program and meets in Washington again in late October. It is contemplated the team will spend a number of weeks in Europe in early 1963, observing project operations and upon return will prepare its recommendations.

Those selected for the task: Donald M. Hobart (Chairman) Charleston, N. C., former vice president for market research of Curtis Publishing Company; Frank White, Leesburg, Va. former vice president and/or president of several of the major broadcast net works including NBC, CBS and Mutual as well as one-time executive of Newsweek and the Advertising Council; Malcolm "Sandy" Campbell, Dean of the School of Textiles, North Carolina State College; and Mr. Joseph Friedlander of New York, formerly with Abraham S. Straus and now with the retail merchandising consulting firm of Stern Associates.

WHEAT ASSOCIATES INTRODUCES NEW JAPANESE WHEAT PUBLICATION. The first issue of a quarterly trade magazine, America Komugi (American Wheat), has been published by Wheat Associates in Japanese for distribution in Japan to about 9,500 millers, bakers, traders, Food Agency officials, and all members of the Diet. Purpose of the publication is to give Japanese decision makers a timely and easily digested source of information about U. S. wheat. The magazine is illustrated with photographs of Wheat Associates activities in Japan, and the opening issue includes introductory comments by Joe Dodson, Agricultural Attache, and James Hutchinson, the Tokyo Regional General Director for Wheat Associates. In the event that you and any of the cooperators in your country are interested in such

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a public relations approach Jim Hutchinson (c/o Joe Dodson) will be glad to send you a copy and fill you in on the details. English translations are not available.

PLANS FOR COMPLETING LONG-TERM SUPPLY AND DEMAND STUDIES.

Contracting for foreign long-term supply and demand projections will be completed by the end of Fiscal '64 according to plans of FAS and Economic Research Service.

When completed all of the major markets of the world will have been covered in detail. These include some 32 countries which in Fiscal '62 accounted for 81 percent of U. S. agricultural exports. Among other things the projections will indicate the import requirement or export availabilities for 1965 and 1975, expect that in the more recent contracts 1965 is replaced by 1970. The findings should be invaluable in determining those markets and commodities where increases in domestic production or changes in patterns of consumption will bring about declines in imports or increases in exports.

Wilhelm Anderson, who is coordinating the project, points out that "the studies will provide a wealth of carefully checked and reconciled statistical information on the agriculture and trade of the countries including statistical bases heretofore not available for many of the countries."

Of the thirty-two planned studies, six have been completed, three have been published (U.K., India and Nigeria), another (the Philippines) is at the printers, and the manuscripts of two (Italy and Austria) are being made ready for printing. Nineteen contracts have been signed and two are under negotiation with completion dates running as much as 30 months. Tentative plans for F.Y. '63 and '64 provide for eleven more, rounding out the 30.

Though this will complete the initial program, updating may be planned in later years. Meanwhile several other types of market development studies are being carried out or are planned by ERS with funds provided by FAS.

PORT OF NEW YORK AUTHORITY DISCOVERS FAS. While in New York recently Jim Howard and Ken Krogh discussed overseas market development with the Director of Port Commerce of the Authority and his staff. The Port Authority maintains regional offices in London, Zurich, Rio de Janeiro as well as San Juan, Puerto Rico and they are interested in cooperating with FAS in market development wherever opportunity arises.

A model of the proposed New York Trade Center was shown. This impressive undertaking sponsored by the Port Authority, is already approved by the legislature of New York and New Jersey. It provides for a large amount of office space, conference facilities, an exhibit area and a hotel.

The Port Authority stands ready to show our foreign market development trade teams around the port facilities in New York and will show one or more films upon request.

A trade magazine is published by the Authority. A recent export promotion issue went to 22,000 organizations.

WHEAT PROMOTION PROJECT IN PAKISTAN. Wheat Associates U.S.A., Inc. in cooperation with Millers National Federation and Pakistan Flour Mills Association at Lahore, recently staged a sandwich making contest in West Pakistan. 35 girls
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from 21 schools competed, with 1,000 rupee scholarships being awarded to each of the two top prize winners. Certificates of Participation were awarded to the other contestants. A great deal of interest was stimulated and it is planned to make the contest an annual affair.

WHEAT GROWERS OPEN OFFICE IN BURMA. Wheat Associates and Burma's six roller flour mills will join together October 1st to establish a combined 'wheat office' at Rangoon. The agreement between the Burmese Flour Millers Association and the Western Wheat Associates was signed at the American Embassy in Rangoon September 13th by U Soe Nyunt, President of the Association, and Joe Spiruta, Director, Wheat Associates of Burma on behalf of their respective organizations.

On the spot representation in Burma will enable U. S. growers to better service this recently opened grain market. Sales are for dollars, and thus far that country has purchased 4,100 tons. American wheat was first introduced a year ago.

All six mills at Rangoon have been built during the past four years. Previously the country was almost exclusively a flour importer. Flour is still imported but the swing is toward greater quantities of wheat. Imports of wheat for the mills came primarily from Australia and Canada, before the United States entering the market last year. Some wheat is also grown in Burma on the high plains of the northern Shan States.

Managing the joint 'wheat office' will fall to U Sein Win, formerly associated with one of the Burmese mills. Sein Win is a 1951 Oregon State University engineering graduate who has had a varied background in both commercial and governmental positions. Projects and programs of the Rangoon sub-office will be under the supervision of the New Delhi regional office of Wheat Associates. Operational expenses of the office will be shared by both the Flour Mills Association and Wheat Associates. P. L. 480 counterpart funds will be used by the American growers to finance their share of the arrangement.

Imports of wheat to Burma are under commercial license. The joint office will assist the millers in obtaining licenses from the Burmese government, and also in obtaining price bids from exporting countries. Securing reasonable ocean freight rates creates many problems since few ships are scheduled for stops at Rangoon.

On cargo lots the per ton cost of American soft white wheat CIF Rangoon presently undersells comparable wheat from Australia. Lack of storage facilities at Rangoon, however, makes it very difficult for the mills to place full cargo orders. On the other hand, rates on less than cargo lots from the USA prices this country's wheat out of the market. One of the first jobs of the new Rangoon office will be to try bringing the Burmese and Singapore mills together for the purpose of ordering combined cargoes.

The joint office venture is eventually expected to lead to other combined market development efforts. A quality testing laboratory has been discussed. Promotional wheat foods exhibits have already been successfully tried. Improved bakery techniques are sorely needed, and some training facilities may be developed. Acquainting the Flour Mills Association officers first-hand with the U. S. wheat production story is already in the planning stage.

FIFTH INTERNATIONAL FOOD CONGRESS AND EXHIBITION. The U. S. Pure Food Exhibit was held at the Food Congress and Exhibition in the New York City Colesium Sept. 8-16. The exhibit was a joint venture carried out by the Department of Health, Education and Welfare and Agriculture. The cooperating agencies were the Food and Drug Administration, H. E. W., Meat Inspection Division, ARS; Marketing Research Programs Group, AMS, the Exhibits Service, Office of Information and Trade Fairs Division, FAS. This was FAS' first venture in cooperation with the Food and Drug Administration.

The exhibit attended by approximately 30,000 people was a modular demountable panel exhibit used to carry out the theme "Pure Foods, U.S.A." The exhibit has been disassembled and will be used in Trade fairs and Trade centers to be held subsequently.

Most important exporting and importing countries of the world were represented at the Congress and in the exhibits in the Colesium. This is the first time the International Trade Fairs Division has participated in an exhibit in the U. S. and also the first time an exhibit has been devoted to an idea, i. e. Pure Food production rather than the promotion of sales of U. S. agricultural products.

It is estimated that 150,000 USDA and HEW publications were distributed to the public, many of whom were foreign delegates to the Congress and school and college students desiring data or material upon which to base articles in connection with their class work.

MARKET DEVELOPMENT FILM SURVEYS ABROAD. Two important surveys, the first of their kind, are underway to discover ways of improving the production and distribution of FAS Market Development films overseas.

Sid L. Schwartz, Assistant Chief of the USDA Motion Picture Service in the Office of Information, has just returned from a nine country, thirteen city survey, in the U. S. dollar market countries of Europe. His verbal report to the FAS Staffs will be followed by written reports for the guidance of the cooperators and agricultural attaches in the business of overseas film production and distribution.

For a similar Far Eastern survey, Washington Video Productions, Inc., has a contract to check and report on the production and distribution problems in Japan.

XII WORLD POULTRY CONGRESS. The World Poultry Congress was held in Sydney, Australia between August 10 and August 18, 1962. It was attended by approximately 1550 people from 42 countries. Outside Australia, the largest number from any single country in attendance were the 240 from the United States.

Head of the delegation from the United States was Dr. Hans Lineweaver, Chief, Poultry Laboratory, Western Utilization, Research and Development Division, ARS. Alternate head was David L. Hume of FAS. In addition to presentation of a number of scientific papers, U. S. participation featured a 70-foot long exhibit depicting the evolution of the U. S. poultry industry in terms of the physical and economic sciences, managed by Cliff Warren of FAS, and a stand-up buffet reception in Sydney's Chevron Hilton Hotel attended by 600. Bill Rodman, Agricultural Attache was Chief Executive before, during and after the Congress and did yeoman's work. Bill was also an official member of the delegation.

DOLLAR DEAL FOR U. S. TURKEY IN HOLLAND. During a recent religious festival the largest department store system in Holland was prevailed upon to promote the sale of U. S. turkey. The result was so satisfactory that after starting on an experimental basis the Dutch store began ordering for all its branches. It now appears that a continuing market outlet has been developed.

JEEP TO PROMOTE WHEAT IN PAKISTAN. Wheat Associates with the help of a lady Peace Corp volunteer, joins hands to promote wheat in the villages of East Pakistan.

A Demonstration Jeep was recently purchased by Wheat Associates in Pakistan to be used in a nutrition education program in Comilla District.

Wheat Associates reports that the project will be in cooperation with the Academy for Village Development at Comilla.

The jeep unit will be fully equipped with cooking equipment, movie projector, and loud-speaker.

The Academy will bear the costs for producing short movies that will show the uses of wheat and wheat products.

The district covers about 100 square miles and includes 350 villages.

The Academy is very dedicated to village development work and has already carried on several projects to introduce wheat to the rice eating population.

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FOREIGN REGIONAL AND COUNTRY OFFICES OF TRADE ASSOCIATIONS
OR RELATED GROUPS COOPERATING WITH FAS UNDER
P. L. 480
SECTION 104(a) MARKET DEVELOPMENT PROGRAMS
SUPPLEMENT AS OF OCT. 3, 1962

<u>Country</u>	<u>Person in Charge and Address</u>
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Italy	<u>GREAT PLAINS WHEAT, INC.</u> Chas. R. Enlow East Africa Area Representative Via XX Settembre, 5 Rome, Italy
	Murl E. Williams West Africa Area Representative Via XX Settembre, 5 Rome, Italy
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